

## ORDER



KSNV

Orders	Order / Rev:	100315	Primary AE:	Amy McCreary
	Alt Order #:	06809944	Sales Office:	BLPHI
	Product Desc:	NRSC 2012	Sales Region:	National
	Estimate:			
	Flight Dates:	10/24/12 - 10/30/12		
	Original Date / Rev:	04/13/12 / 07/03/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Services, Inc.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	3299 K St. NW Washington, DC 20007	Billing Cycle:	EOM/EOC
			Agency Commission:	15%
Advertiser	Name:	National Republican Senatorial Committee	<i>Revised</i>	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI2,PLI1	Order Separation:	00:15:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSED, GEN	Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	77	\$60,000.00	\$51,000.00
10/29/12	10/30/12	38	\$24,650.00	\$20,952.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	77	\$60,000.00	\$51,000.00	0.00
November 2012	38	\$24,650.00	\$20,952.50	0.00
Totals	115	\$84,650.00	\$71,952.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	31%	\$84,650.00
Market	100%	\$273,064.52

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$84,650.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$46,420.97
KTUD	1%	\$2,730.65
KVVU	17%	\$46,420.97
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,191.94

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	10/26/12	M-F 6-7a WakeUp w/Wagners		6-7a	--WTF--	:30	3	\$700.001	0.00	NM	3	\$2,100.00	

## NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Order / Rev: 100315  
Alt Order #: 06809944  
Flight Dates: 10/24/12 - 10/30/12

Advertiser: National Republican Senatorial Committee  
Product Desc: NRSC 2012  
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/24/12	10/26/12	M-F 6-7a WakeUp w/WagM	6-7a		--WTF--	:30	3	\$700.001	0.00	NM	3	\$2,100.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 --WTF-- 3 \$700.00 0.00														
E 2	KSNV	10/29/12	10/30/12	M-F 6-7a WakeUp w/WagM	6-7a		MT-----	:30	2	\$700.001	0.00	NM	2	\$1,400.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MT---- 2 \$700.00 0.00														
E 3	KSNV	10/29/12	10/30/12	Today Show	CM	658a-9am	MT-----	:30	4	\$900.001	0.00	NM	4	\$3,600.00
<b>TODAY SHOW</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MT---- 4 \$900.00 0.00														
E 4	KSNV	10/24/12	10/26/12	Today Show	CM	658a-9am	--WTF--	:30	6	\$900.001	0.00	NM	6	\$5,400.00
<b>TODAY SHOW</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 --WTF-- 6 \$900.00 0.00														
E 5	KSNV	10/24/12	10/26/12	M-F Today Show II 3rd HOM	9-10a		--WTF--	:30	3	\$425.001	0.00	NM	3	\$1,275.00
<b>TODAY SHOW</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 --WTF-- 3 \$425.00 0.00														
E 6	KSNV	10/29/12	10/30/12	M-F Today Show II 3rd HOM	9-10a		MT-----	:30	2	\$425.001	0.00	NM	2	\$850.00
<b>TODAY SHOW</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MT---- 2 \$425.00 0.00														
E 7	KSNV	10/29/12	10/30/12	M-F Today Show III 4th HOM	10am-11am		MT-----	:30	2	\$325.001	0.00	NM	2	\$650.00
<b>TODAY SHOW</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MT---- 2 \$325.00 0.00														
E 8	KSNV	10/24/12	10/26/12	M-F Today Show III 4th HOM	10am-11am		--WTF--	:30	3	\$325.001	0.00	NM	3	\$975.00
<b>TODAY SHOW</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 --WTF-- 3 \$325.00 0.00														
E 9	KSNV	10/24/12	10/26/12	Rachael Ray	CM	11am-12pm	--WTF--	:30	6	\$325.001	0.00	NM	6	\$1,950.00
<b>RR</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 --WTF-- 6 \$325.00 0.00														
E 10	KSNV	10/29/12	10/30/12	Rachael Ray	CM	11am-12pm	MT-----	:30	4	\$325.001	0.00	NM	4	\$1,300.00
<b>RR</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MT---- 4 \$325.00 0.00														
E 11	KSNV	10/29/12	10/30/12	Noon News	CM	12-1230pm	MT-----	:30	2	\$425.001	0.00	NM	2	\$850.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MT---- 2 \$425.00 0.00														
E 12	KSNV	10/24/12	10/26/12	Noon News	CM	12-1230pm	--WTF--	:30	3	\$425.001	0.00	NM	3	\$1,275.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 --WTF-- 3 \$425.00 0.00														
E 13	KSNV	10/24/12	10/26/12		CM	1230-1p	--WTF--	:30	3	\$325.001	0.00	NM	3	\$975.00

Order / Rev: 100315  
Alt Order #: 06809944  
Flight Dates: 10/24/12 - 10/30/12

Advertiser: National Republican Senatorial Committ  
Product Desc: NRSC 2012  
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Agenda 1230pm											
				The Agenda 1230pm											
				AGENDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$325.00		0.00			
E 14	KSNV	10/29/12	10/30/12	The Agenda 1230pm	CM	1230-1p		:30	2	\$325.001	0.00	NM		2	\$650.00
				The Agenda 1230pm											
				AGENDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$325.00		0.00			
E 15	KSNV	10/29/12	10/30/12	The Doctors	CM	2pm-3pm		:30	2	\$325.001	0.00	NM		2	\$650.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$325.00		0.00			
E 16	KSNV	10/24/12	10/26/12	The Doctors	CM	2pm-3pm		:30	3	\$325.001	0.00	NM		3	\$975.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$325.00		0.00			
E 17	KSNV	10/24/12	10/26/12	Dr. Phil	CM	3-4p		:30	6	\$450.001	0.00	NM		6	\$2,700.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		6				\$450.00		0.00			
E 18	KSNV	10/29/12	10/30/12	Dr. Phil	CM	3-4p		:30	4	\$450.001	0.00	NM		4	\$1,800.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		4				\$450.00		0.00			
E 19	KSNV	10/29/12	10/30/12	News 3 at 4	CM	4-430p		:30	2	\$700.003	0.00	NM		2	\$1,400.00
				News 3 at 4											
				NWES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$700.00		0.00			
E 20	KSNV	10/24/12	10/26/12	News 3 at 4	CM	4-430p		:30	3	\$700.003	0.00	NM		3	\$2,100.00
				News 3 at 4											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$700.00		0.00			
E 21	KSNV	10/24/12	10/26/12	News 3 at 430pm	CM	430-5pm		:30	3	\$700.003	0.00	NM		3	\$2,100.00
				News 3 at 4:30PM											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$700.00		0.00			
E 22	KSNV	10/29/12	10/30/12	News 3 at 430pm	CM	430-5pm		:30	2	\$700.003	0.00	NM		2	\$1,400.00
				News 3 at 4:30PM											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$700.00		0.00			
E 23	KSNV	10/29/12	10/30/12	M-F Early News	CM	5-630p		:30	2	\$1,100.003	0.00	NM		2	\$2,200.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$1,100.00		0.00			
E 24	KSNV	10/24/12	10/26/12	M-F Early News	CM	5-630p		:30	3	\$1,100.003	0.00	NM		3	\$3,300.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$1,100.00		0.00			
E 25	KSNV	10/24/12	10/26/12		CM	657-730p		:30	3	\$1,200.003	0.00	NM		3	\$3,600.00

Order / Rev: 100315  
Alt Order #: 06809944  
Flight Dates: 10/24/12 - 10/30/12

Advertiser: National Republican Senatorial Committee  
Product Desc: NRSC 2012  
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Jeopardy											
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3	\$1,200.00			0.00					
E 26	KSNV	10/29/12	10/30/12	M-F Jeopardy	CM	657-730p	MT-----	:30	2	\$1,200.003	0.00	NM		2	\$2,400.00
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2	\$1,200.00			0.00					
E 27	KSNV	10/29/12	10/30/12	M-F Wheel	CM	730-758pm	MT-----	:30	2	\$1,200.003	0.00	NM		2	\$2,400.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2	\$1,200.00			0.00					
E 28	KSNV	10/24/12	10/26/12	M-F Wheel	CM	730-758pm	--WTF--	:30	3	\$1,200.003	0.00	NM		3	\$3,600.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3	\$1,200.00			0.00					
E 29	KSNV	10/24/12	10/26/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	3	\$1,100.003	0.00	NM		3	\$3,300.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3	\$1,100.00			0.00					
E 30	KSNV	10/29/12	10/30/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	2	\$1,100.003	0.00	NM		2	\$2,200.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2	\$1,100.00			0.00					
E 31	KSNV	10/29/12	10/30/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$450.003	0.00	NM		2	\$900.00
				Tonight Show											
				TON SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2	\$450.00			0.00					
E 32	KSNV	10/24/12	10/26/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$450.003	0.00	NM		3	\$1,350.00
				Tonight Show											
				TON SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3	\$450.00			0.00					
E 33	KSNV	10/24/12	10/24/12	Wed PR 9-10p	CM	9-10pm	--W----	:30	1	\$2,200.003	0.00	NM		1	\$2,200.00
				Wednesday Prime 9-10pm											
				PRIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W---		1	\$2,200.00			0.00					
E 34	KSNV	10/26/12	10/26/12	Fri PR 8-9p	CM	8-9pm	----F--	:30	1	\$1,900.003	0.00	NM		1	\$1,900.00
				Friday Prime 8-9pm											
				DLINE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1	\$1,900.00			0.00					
E 35	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.003	0.00	NM		1	\$350.00
				News 3 Sunrise SATURDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1	\$350.00			0.00					
E 36	KSNV	10/27/12	10/27/12	Saturday Today	CM	7a-9am	----S-	:30	1	\$600.003	0.00	NM		1	\$600.00
				Saturday Today											
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----S-		1	\$600.00			0.00					
E 37	KSNV	10/27/12	10/27/12		CM	9am-930am	----S-	:30	1	\$500.001	0.00	NM		1	\$500.00

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Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 3 Live In Prime											
				News 3 in Prime											
<b>POST GAME NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/22/12	10/28/12	-----S		1	\$1,100.00		0.00						
E 50	KSNV	10/28/12	10/28/12	Sa-Su News 3 at Eleven	C	CM	11pm-1135pm		-----S	:30	1	\$1,000.00	3	0.00	NM
				Sa-Su News 3 at Eleven											
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/22/12	10/28/12	-----S		1	\$1,000.00		0.00						
E 51	KSNV	10/28/12	10/28/12	News 3 Sunrise - SUNDAY	C	CM	6a-7a		-----S	:30	1	\$350.00	3	0.00	NM
				News 3 Sunrise SUNDAY											
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/22/12	10/28/12	-----S		1	\$350.00		0.00						